LIBRARY JOURNAL

MAY 15, 1990

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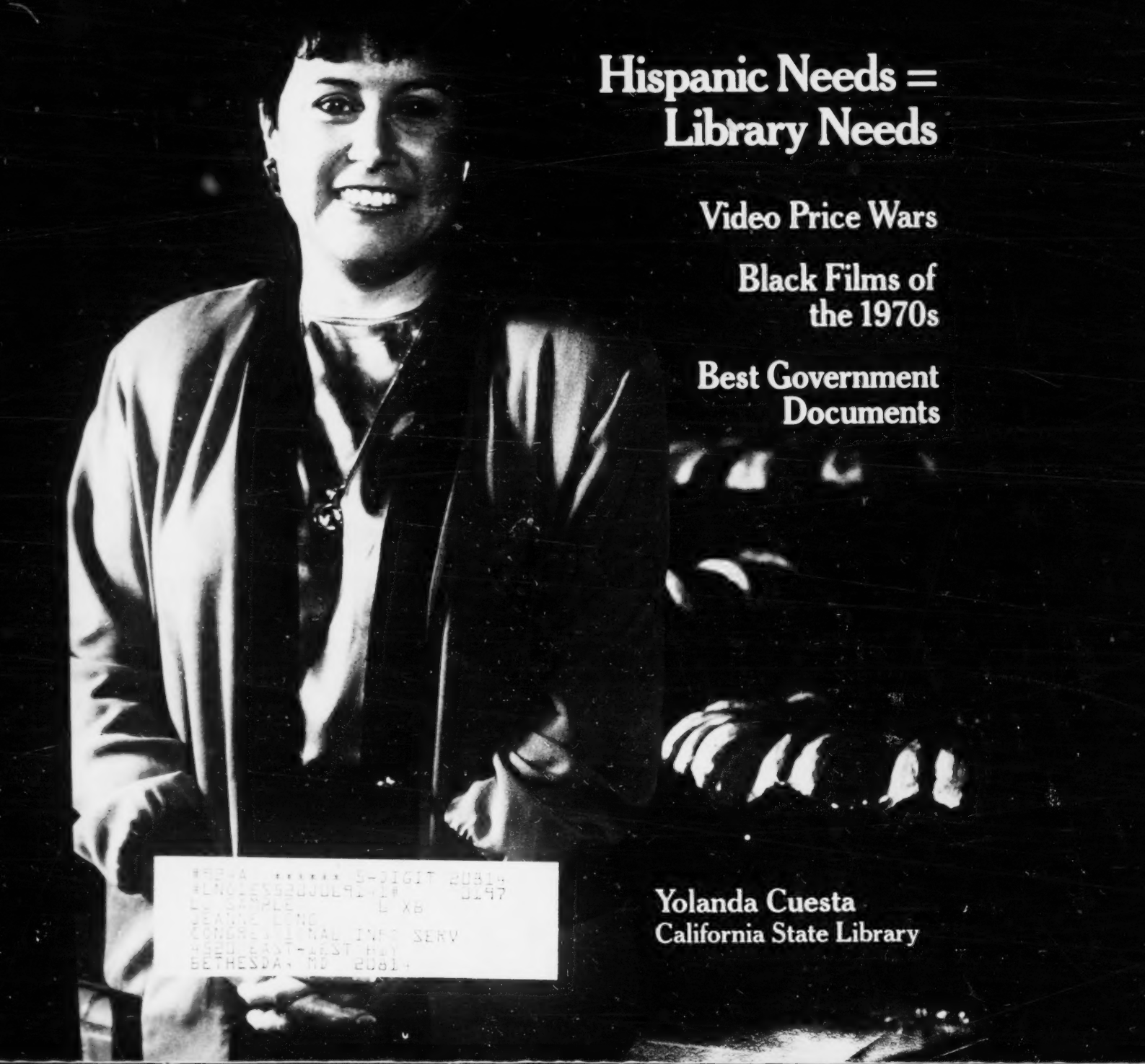

Hispanic Needs = Library Needs

Video Price Wars

Black Films of the 1970s

Best Government Documents

Yolanda Cuesta
California State Library

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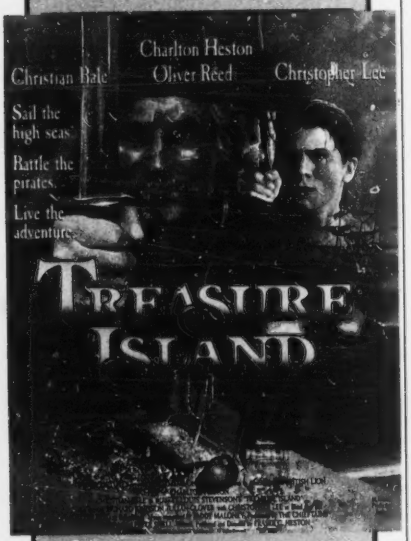
Your Library Patrons



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VOL. 115 No. 9

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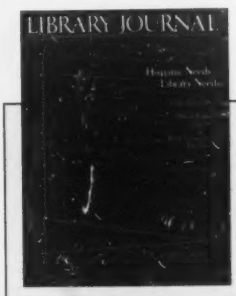

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PHOTOGRAPH BY JAY MATHER/BLACK STAR

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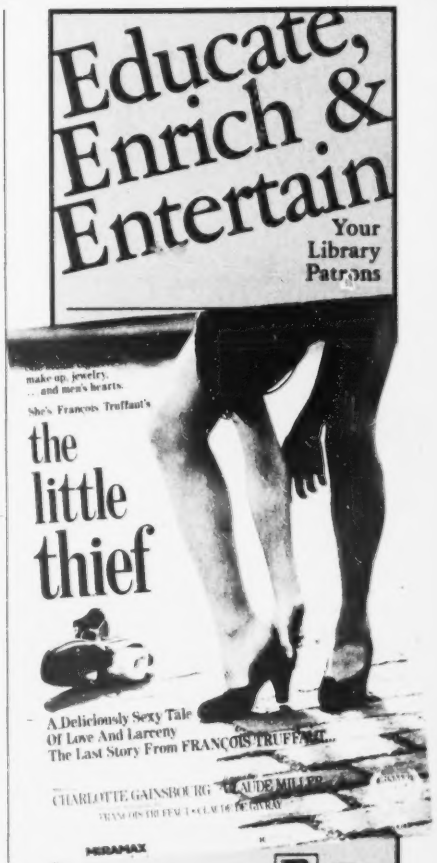
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make up, jewelry, ... and men's hearts.
She's Francois Truffaut's
the little thief
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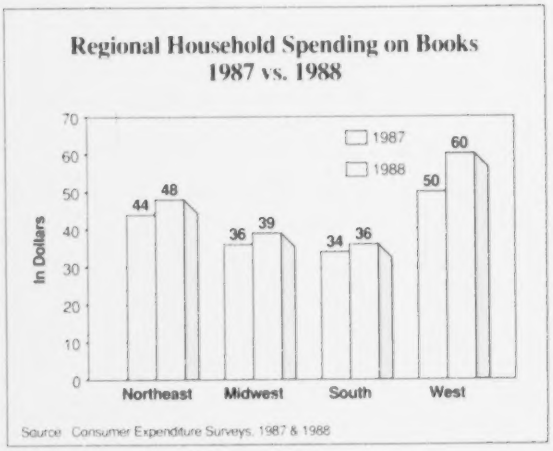
LIBRARY MARKET OUTLOOK

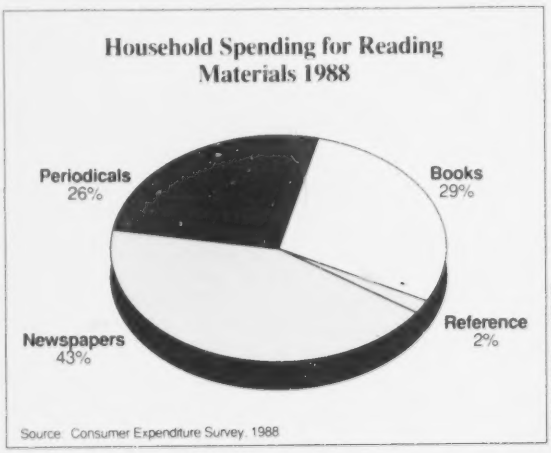
BY DEBORAH SELSKY

Consumer Spending on Reading Materials: A Regional Analysis

Consumers stepped up their spending behavior in 1988. According to the recently released Consumer Expenditure Survey for 1988, average household expenditures on reading materials increased 5.6 percent to $150—significantly higher than the 1.4 percent rise of 1987.

This growth, however, was not as high as growth in overall expenditures. Total consumer expenditures rose 2.3 percent in 1987 and 6.5 percent in 1988.





CHARTS BY LISA HILGERS

Mapping the gains

The largest gain in reading expenditures, as well as in overall expenditures, was seen in the Northeast. Average annual reading expenditures increased 9.7 percent to $181.

Consumer households in the South spent the least amount on reading at $121 in 1988—5.2 percent above the year before. Reading expenditures in the Midwest rose 3.4 percent to an average $147 per household, while reading expenditures in the West gained 3.8 percent to $162.

Within all consumer households, newspapers consume the highest proportion of reading materials expenditures at 43 percent or $65.

Books represent 29 percent, periodicals and magazines represent 26 percent, and reference materials—specifically encyclopedias—represent two percent.

The changing face of reading

These percentages are slowly changing: books and periodicals continue to gain an increasing share of the total reading expenditure pie, while newspapers are on the decline.

In 1988, expenditures on books jumped 11.4 percent to more than $44 per household and expenditures on periodicals rose 8.6 percent to $38 per household. In comparison, newspaper spending advanced a slower 3.2 percent.

Reading expenditures by type of material vary substantially among different regions of the country. Specifically, households in the Northeast spend 50 percent of their reading expenditures on newspapers and 27 percent on books. Meanwhile, in the West, households spend the most—37 percent—on books and only 34 percent on newspapers.

Bookstore data confirm the fact that consumers in the West buy the greatest number of books. On a per capita basis, the West has the highest concentration of bookstores—one for every 18,000 people. This compares to a U.S. average of one bookstore for every 22,200 people.

Trends out West

Westerners tend to buy and read the most books due to their high income and education levels. In 1988, the West had the highest income per household nationwide. Also, 54 percent of the heads of these households have a college education, compared to the national average of 44 percent.

One further explanation of why consumers in the West are the heaviest book buyers may be that libraries are not as easily accessible as bookstores. On the West Coast, there are over 47,000 people for every public library, whereas the East Coast has a public library for every 18,000 people.

Since Westerners enjoy reading books, have the money to spend, and have more bookstores to choose from than libraries, Westerners spend a higher amount of their reading expenditures on books than consumers throughout the rest of the country.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

CALENDAR

New York Metropolitan Area Chapter/Association of Jewish Libraries, Univ. of Wisconsin–Madison SLIS Conference,

MAY

24—The New York Metropolitan Area Chapter of the Association of Jewish Libraries, The Birnbaum Music Center of the Hebrew Arts School, Abraham Goodman House, New York. Speakers include Dr. Kenneth Libo, curator, Museum of the Jewish Heritage. Admission: members, $3; nonmembers, $5. Contact: Esther Nussbaum, 212-517-5955, x336.

30-31—University of Wisconsin-Madison School of Library and Information Studies Conference, The Wisconsin Center, Madison. Theme: "Library Services for the New Majorities: Improving Services to African, Asian, Hispanic and Native Americans." Speakers: Major R. Owens, keynote Professor Caleb Rosado, and Mary Carter Smith (African folklorist). Workshop topics include: "Finding the New Majorities in Library Catalogs," "Family Literacy Activities," "Designing a Community Analysis," etc. Contact: Linda Mundt, UWM, SLIS, 600 N. Park St., Madison, WI 53706; 608-263-4452.

1-June 2—Knoxville Conference Designed for College Libraries Serving Under 2000, cosponsored by Maryville College/University of Tennessee. Theme: "The Practical Librarian: Managing Collections and Services in the College Library." Contact: Dr. William C. Robinson, GSLIS, UTK, 804 Volunteer Blvd., Knoxville, TN 37996-4330; 615-974-2148.

JUNE

2-5—The North American Serials Interest Group's Fifth Annual Conference, Brock University, St. Catharines, Ontario, Canada. Contact: Esther Sleep, Serials Department, Brock University Library, St. Catharines, Ontario, Canada L2S 3A1; 416-688-5550, x3266.

11-22—24th Annual Georgia Archives Institute, Atlanta. An introduction to archives administration. General instruction in basic concepts and practices of archival administration, and management of traditional and modern documentary materials. Fee: $400. Contact: Dr. Patrice McDermott, School of Library and Information Studies, Clark Atlanta University, Atlanta, GA 30314.

12-13—Fourth Annual Conference for Library Assistants, Seton Hall University, South Orange, N.J. Workshop topics include: Public Image of the Paraprofessional, Inter-Cultural Differences, Marketing Your Library Thru Book Displays and Bulletin Boards, Assertiveness Workshops, Stress Workshops, Communication Between Public and School Libraries, Safety in the Library, Outreach Libraries Are More Than Books, Problem Patrons, Communication Within Main Library and Branches, Negotiations and Contracts, Self-Esteem Workshop. Contact: Rosemary Kaiser or Fran Oakes, Clifton Public Library, 201-772-5500; AnnaMarie Kehnast, Gloucester County College, 609-468-5000, x325.

16-21—The 83rd Annual Meeting of The American Association of Law Libraries, Minneapolis. Two three-day institutes precede the meeting: "Financial Management of Law Libraries," Hamline Univ.; "International, Foreign and Comparative Law," Univ. of Minnesota. Five one-day workshops cover "The Creation and Use of In-House Databases," "Law Serials Management," "Library of Congress 'Law of Europe' Classification Schedule," "Teaching for Learning—Improving Your Teaching Skills," and "Supervisory Training—The Legal Issues." Contact: AALL, 53 W. Jackson Blvd., Suite 940, Chicago, IL 60604; 312-939-4764.

NATIONAL/ INTERNATIONAL

American Association of Law Libraries: Minneapolis, Jun. 16-21; New Orleans, Jul. 21-24, 1991.

American LA: Chicago, Jun. 23-28; Atlanta, Jun. 29-Jul. 4, 1991. **Midwinter:** Chicago, Jan. 12-17, 1991.

American Society for Information Science: Toronto, Nov. 4-8

American Theological LA: Evanston, Ill., Jun. 25-30.

Association of Jewish Libraries: Washington, D.C, Jun. 18-21.

Canadian LA: Ottawa, Ontario, Jun. 13-17.

Church and Synagogue LA: Portland, Oreg., Jul. 1-3.

Guadalajara International Book Fair: Guadalajara, Mexico, Nov. 24-Dec. 2.

International Association for Social Science Information Service and Technology: Poughkeepsie, N.Y., May 30-Jun. 3.

International Conference of Judaica and Israeli Librarians: Jerusalem, Jul. 3-5.

International Federation of Library Associations and Institutions: Stockholm, Sweden, Aug. 18-24.

Medical LA: Detroit, May 18-24.

Sixth National Bookmobile Conference: Columbus, Ohio, Jun. 3-5.

Special LA: Pittsburgh, Jun. 9-14.

White House Conference on Library and Information Services: Washington, D.C., Jul. 9-13, 1991.

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